

# Sprague William Minger

Versatile Visual Design  
Precision Craftsmanship  
Economically Mindful  
No Drama

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I'm a visual designer who gets energy from turning complex ideas into inviting, functional creations. My focus is on versatility, precision and high standards in every project I tackle, no matter the budget size. I pride myself on being a 'no drama' designer. In short, I thrive using my creative skills to bring people together and spark meaningful experiences.

## EXPERIENCE

### MINGER CREATIVE

Principal, 2024-Present

- ✦ Creating engaging web content for various client websites and blogs, enhancing the visibility of their portfolio.
- ✦ Collaborated with cross-functional teams, from small agencies to large companies, to ensure alignment on branding and messaging strategies.
- ✦ Designed and edited compelling interview videos for client, effectively showcasing their software solutions.

### TRIDENT SEAFOODS CORPORATION

Senior Graphic Designer, 2013-2024, Contract Designer, 2009-2012

- ✦ Managed and created diverse video, web, packaging, and print assets for Trident Seafoods, largest seafood company in the United States.
- ✦ Designed promotional and informational videos for social media, conferences, and major retail sites.
- ✦ Developed and maintained a comprehensive 7K asset library in Brandfolder to streamline marketing efforts.
- ✦ Crafted packaging and marketing materials that effectively promoted Trident Seafoods products to retail and food service buyers.

### AT&T INTERACTIVE DESIGN AND ADVERTISING GROUP

Contract Designer, 2012-2013

- ✦ Designed and produced animated online advertisements for AT&T Wireless, enhancing brand visibility.
- ✦ Created engaging marquees for the AT&T website, improving user interaction.
- ✦ Researched and tested HTML animation techniques, contributing to responsive web design initiatives.

### MERKLE INC., Designer, 2000-2009.

- ✦ Led the design of direct mail campaigns for Orange County Rescue Mission, generating \$289,655 in net revenue in 2008.
- ✦ Contributed to a 10% increase in overall revenue for CARE USA through impactful acquisition designs.
- ✦ Collaborated with cross-functional teams to ensure alignment with organizational goals and branding strategies.

## VOLUNTEER WORK

### AIGA LINK PROGRAM

- ✦ Prepared and assisted in workshops teaching high school students various art and design techniques.
- ✦ Transitioned workshops to an online format during the COVID crisis.

### PARTNERS IN PRINT

- ✦ Set up and ran remote letterpress workshops as part of a team.
- ✦ Educated the public about letterpress techniques and promoted events.

### PATH WITH ART

- ✦ Assisted with the "Acting with Purpose" class to encourage artistic expression.
- ✦ Created and distributed creative project boxes for remote students.

## EDUCATION

CALIFORNIA STATE, Fullerton, California | BA, Photo Communications

## TECHNICAL SKILLS

- ✦ **Design and Creative Software:** Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Premiere, Bridge, Acrobat), Adobe Firefly, Stable Diffusion, Esko Studio, Blender, Ceros, Canva, Figma
- ✦ **Project Management and Collaboration Tools:** Trello, Smartsheet, Brandfolder DAM, Asana
- ✦ **Content Management Systems (CMS):** Wordpress, DIVI, Kentico, Contentful
- ✦ **Web Development:** HTML, CSS, JavaScript
- ✦ **Additional Software:** Microsoft Office Suite (PowerPoint, Word, Excel, Outlook), MailChimp
- ✦ **Print Production Skills:** Offset Printing, Flexography, 6-Color Digital, Pantone